

THINK OUTSIDE THE BOX

CALL FOR ARTISTS: UTILITY BOX ARTWORK

DEADLINE TO APPLY: March 3, 2023 at 5:00PM



GBPAC GREEN BAY
PUBLIC ARTS
COMMISSION

CITY OF GREEN BAY

Public Arts Commission

www.greenbaywi.gov/pac

920-448-3400

OVERVIEW

The Green Bay Public Arts Commission (GBPAC) and City of Green Bay Parks Department are seeking visual artwork proposals from artists of all mediums (painting, drawing, textiles, photography, ceramics, etc.) to create several vinyl graphics wraps to be installed on TDS utility boxes located throughout select parks and public spaces in Green Bay. This project is intended to transform plain utility boxes into visually appealing, enjoyable additions to our public spaces. The utility box artwork project is being fully funded by TDS Metrocom.

ELIGIBILITY

This project is open to experienced visual artists of all mediums who reside within Wisconsin. Previous experience with public art is not necessary. An applicant may only be selected once unless the City decides otherwise. Selected artists will be expected to submit their artwork images in a high resolution digital format upon request (not at time of application).

PAYMENT

Upon completion of an art release/waiver, selected artists will receive an artwork licensing fee of \$300 per selected image for rights to use the selected artwork image on the TDS utility box and in promotional materials. Artist's name and artwork title will appear on the utility box.

SELECTION PROCESS

City staff will present selections to the GBPAC for approval. Selected artists to provide high resolution images (for enlargement to at least 6' x 4'). Location, layout, and length of artwork installation will be determined by City of Green Bay staff.

The City will not accept any artwork involving profanities, advertising, living person's likeness without written and signed consent, plagiarism, political campaigns, negative messages or otherwise inappropriate content. *The City of Green Bay has the right to decline all submissions and retract this call for art for any reason at any time.*

VINYL WRAP PROCESS

Selected designs will be printed on a vinyl wrap and applied to select utility boxes. The City will be working with a vendor to finalize the digital artwork designs and properly apply the vinyl wrap to the utility boxes. Artists must properly scan/photograph or digitally create their artwork. Please note that vents, doors, meters, and other miscellaneous features of the utility boxes may not be wrapped so artists should take this into account when developing design proposals for the project.

HOW TO SUBMIT

All application materials must be submitted by 5:00PM on March, 3, 2023. Interested artists are to submit application materials and/or questions to:

Laura Schley | City of Green Bay Public Arts Coordinator

920-448-3142

laura.schley@greenbaywi.gov

Submit the following materials:

NOTE: Use suggested file formats and label style show in bold, replace **JDoe** with artist's first initial and last name.

1. *Cover Letter*. Include artist's name, home address, email address, telephone number, as well as a statement of interest and brief description of the artwork. One page maximum – standard type - PDF. **1_Cover_JDoe.pdf**
2. *Image List*. Include information on artwork title, size, artwork medium, and brief description (artwork theme, significance, inspiration, symbols, etc.) PDF. **2_Imagelist_JDoe.pdf**
3. *Artwork Designs*. Up to 5 images per artist will be reviewed (JPEG format or Full-page PDF). **3_ArtDesign1_JDoe.jpg, 3_ArtDesign2_JDoe.jpg, etc. OR 3_ArtDesign1-5_JDoe.pdf**

ACCEPTABLE FILE FORMATS FOR PRINTING

- *Vector Files*: OUR RECOMMENATION FOR BEST RESULTS. 300 dpi, EPS (Encapsulated Post Script), PSD (Adobe Photoshop), AI (Adobe Illustrator), PDF (Adobe PDF), TIFF (High Resolution TIFF), EPS (CS4 or lower), AI (CS4 or lower), PDF. If submitting these files be sure all fonts are converted to outlines or curves if applicable. Vector files can be submitted at any size proportionate to the final print size.
- *Raster Files/Images*: PSD (CS4 or lower), JPEG, TIFF, and PDF.
Raster files should be submitted using the following guidelines: Full Scale at 100 dpi. 50% scale at 200 dpi or higher. 25% scale at 300 dpi or higher. 10% scale at 600dpi or higher.

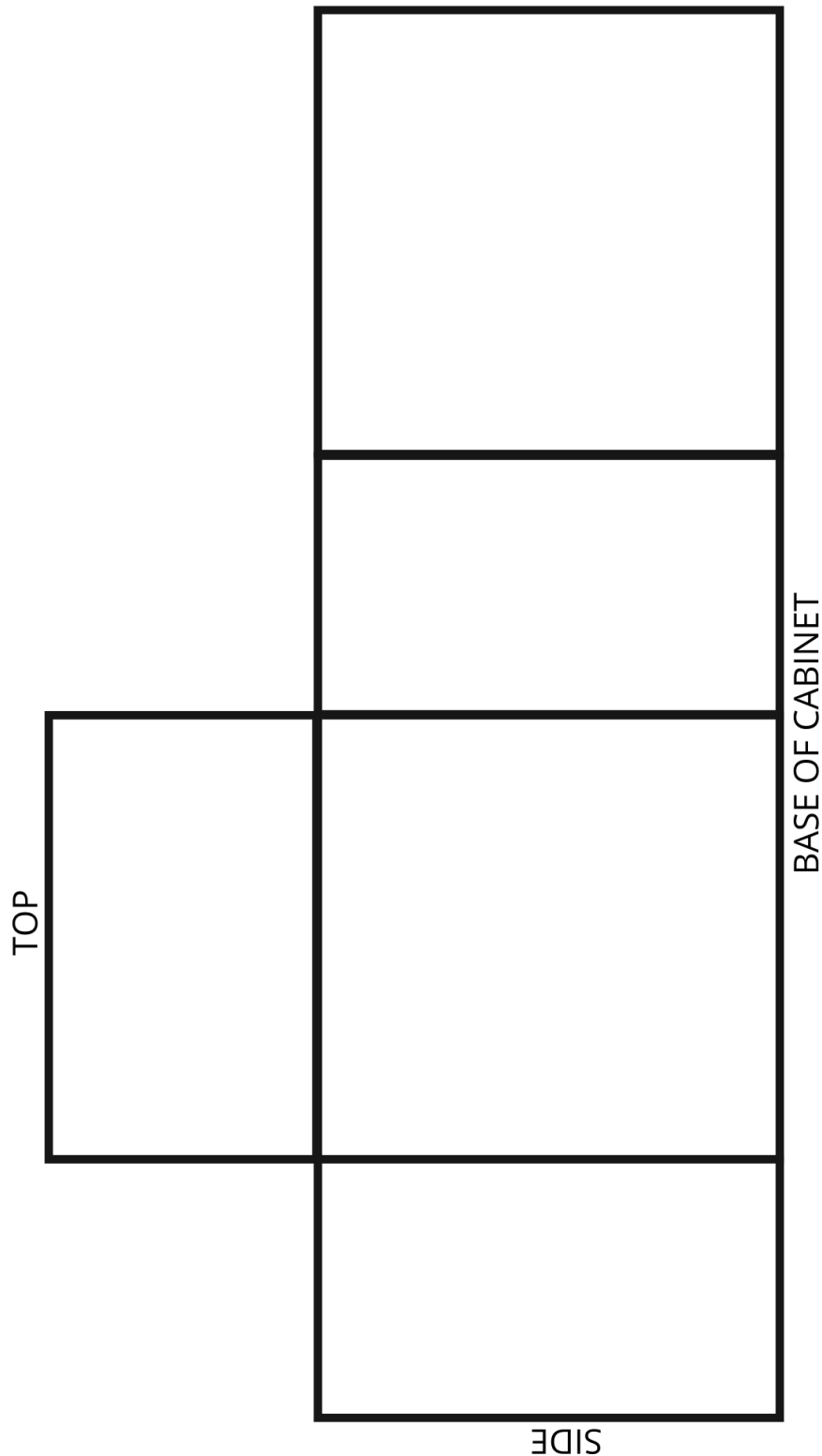
DESIGN GUIDELINES

The City will select artwork based upon the following considerations:

- Artwork submitted is the original work of the artist, is high in quality, engaging and positive. Artwork does not need to be newly created for this project, and can be work created earlier by the artist.
- Artwork should contain no legible logos, words, letters or numbers that could constitute a sign in the right-of-way.
- Artwork submitted does not promote or advertise a particular community group or organization. Artwork must be appropriate for the general public, appeal to a broad constituency, and adapt to every season as the artwork will be in place for several years.
- Art submitted for consideration should be able to translate well to a utility box wrap, such that parts of the image may be repeated, doubled, flipped, or even removed to accommodate openings, keyholes, protrusions and other general design constraints that come with wrapping a utilitarian utility box that is a working part of the City's infrastructure.

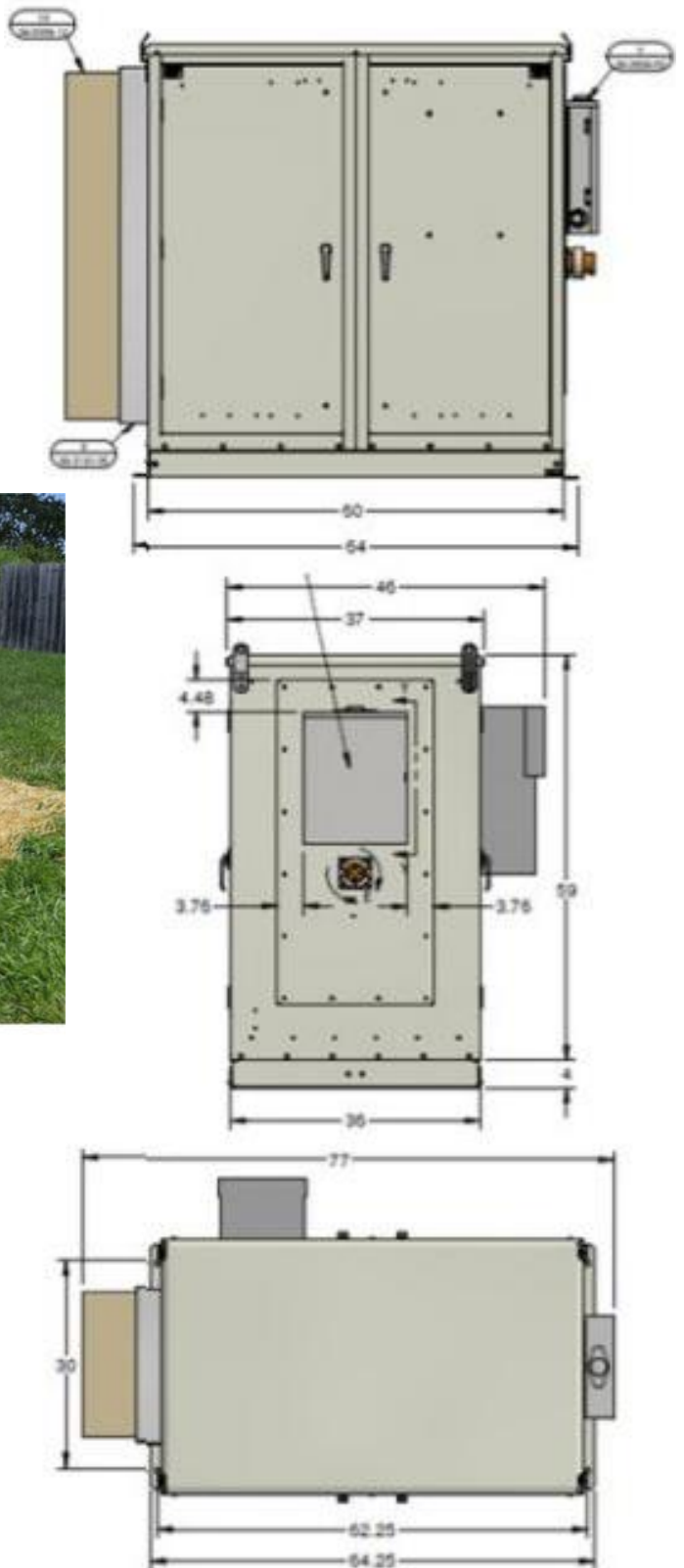
TEMPLATES

Below are sample templates. It is recommended but not required to use a template like these when developing your design. If you use the template, make sure your sides are proportionate to the dimensions of the real box. Keep in mind that small sections of vinyl wrap may need to be repeated or will have to be cut or trimmed to maintain the function of the utility box or to fit the various edges. Example images on page 5 help show how the design may turn out on the finished product.





Node Footprint: ~ 10' x 10'
 Concrete Pad: 72" x 88" x 6"
 Cabinet Dimensions: 64"W x 46"D x 63"H



EXAMPLES



Mark Lidke, City of Edina, MN



Sarah Simon, City of Ballard, WA



Kenneth Jungjohann,
City of Coeur d' Alene, ID



Suhyun Alice Park , City of Dublin, CA



Tom Hanson,
City of Coeur d' Alene, ID